

YOU WHO INHALE..

Pick the right cigarette —
enjoy real throat protection
and multiply your pleasure!

SOME of the time, *all* smokers inhale. When you inhale, chances of irritation increase. So — *know* what you smoke! There's a vital difference—reported in leading medical journals, by eminent doctors—who found:

ON COMPARISON — FOUR OTHER LEADING CIGARETTES WERE FOUND TO AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Change to Philip Morris — for *complete* enjoyment of the world's finest tobaccos — *with no worry about throat irritation even if you inhale!*

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PHILIP MORRIS

TASTE BETTER—
PROVED BETTER—
better for your
nose and throat!



AMERICA'S FINEST CIGARETTE

*finer pleasure—
plus real protection!*

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